

Town of Williamstown
Application for Support of Non-Profit Organization

The Town of Williamstown receives occasional requests from non-profit organizations for partial funding in support of programs or projects that provide services for and benefits to town residents. This application form has been developed by the Finance Committee and the Select Board to assist in their evaluations of requests from non-profits seeking this support. The information collected will be used to consider whether or not requests for funding will appear on the warrant for Annual Town Meeting, and if action on these requests will be recommended by the Finance Committee and Select Board.

Projects for purposes addressed by the Community Preservation Act (open space, recreation, affordable housing and historical preservation) should follow procedures established by the Community Preservation Committee and should not use this application form and process.

Applications should be submitted each year to the Town Manager no later than January 15.

The application package must contain each of the following:

 X Completed application

 X A list of the current Board of Directors, indicating executive officers

 x A copy of the most recent independent CPA audit, financial review, or compilation for each non-profit organization participating in the proposal, a financial report signed by the President and Treasurer of the organization showing all revenues, expenses and financial assets

 X A copy of the most recent Massachusetts Form 3ABC filed and the 990 Tax Form, if such forms are required for the organization

We have also included our 2023 Budget (January 1, 2023 - December 31, 2023)

Application

Date: January 15, 2023

Organization Name: Williamstown Chamber of Commerce

Address: 84 Spring Street, PO Box 357, Williamstown, MA 01267

Telephone: 413-458-9077

Contact Person: Susan Briggs

Email Address: info@williamstownchamber.com

Program or Project Name: Chamber of Commerce Support for Marketing & Events

What is the benefit to Williamstown residents of the proposed project? The Williamstown Chamber of Commerce is seeking funding from the Town of Williamstown to continue our work promoting an inclusive and vibrant business community, facilitating learning opportunities, producing events, and engaging with local government to serve our member businesses, residents, and visitors.

Amount requested: \$50,000

Has the Town of Williamstown funded your organization or program before, **including** payments for services or through the Community Preservation Act? YES X NO

If yes, please indicate the year and amount awarded (up to the past 3 years).

Year 2022 Amount \$50,000 Purpose marketing & events for Williamstown

Year 2021 Amount \$45,000 Purpose marketing & events for Williamstown

Year 2020 Amount \$45,332 Purpose marketing & events for Williamstown

Year 2019 Amount \$46,302 Purpose marketing & events for Williamstown

Year 2018 Amount \$43,906 Purpose marketing & events for Williamstown

On a separate page, briefly describe your program or project including a budget for proposed use of the funds requested. Is this a new program? How will it benefit Williamstown residents? Include the total number of persons expected to be served by the program or project for which you are requesting funding. How many of those served are Williamstown residents? How do you determine residency of the people you serve? Identify those who will administer the program.

What percentage of your total organization budget would be covered by the request? 41%

Would this grant enable your organization to obtain additional funding? no

If yes, explain n/a

Are the funds to be used for purposes that fall within those covered by the Community Preservation Act (open space, recreation, affordable housing and historical preservation)?

YES ☐ NO ☒ If yes, explain _____

Please complete the information requested in the following table. Feel free to provide a separate page with an explanatory narrative where needed.

Item	Previous year- 2019	Previous year- 2020	Previous year- 2021	Previous year- 2022
Total annual revenues of organization	\$104,729	\$110,752	\$136,076	\$166,534
Total contributions received				
Total grants received from sources other than the Town of Williamstown			\$29,055	\$60,175*
Total grants and payments received from the Town of Williamstown	\$46,302	\$45,332	\$51,000	\$50,000
Total dues, memberships, and other revenues received	\$58,427	\$65,420	\$56,021	\$56,359
Total annual expenditures of organization	\$99,684	\$98,053	\$135,592	\$189,182
Total salaries and employee benefits paid	\$34,196	\$43,809	\$43,797	\$46,466
Combined balance of reserves, savings, CDs, endowments and other accounts	\$108,294	\$128,440	\$143,309	\$95,436**
Number of employees (Full Time Equivalents)	2- part time	2- part time	1- part time 2- part time seasonal	2- part time 2- part time seasonal
Number of volunteers	14	19	18	17
Total persons served by organization	all residents, neighbors & visitors	all residents, neighbors & visitors	all residents, neighbors & visitors	all residents, neighbors & visitors
Total persons served by organization who are residents of Williamstown	all residents	all residents	all residents	all residents

Evaluation of success

On a separate page, describe how and when you will evaluate the success of the program or project for which support is requested. Examples might include consumer/client survey, focus groups, or employee self-evaluations. Attach a copy of evaluation of effectiveness or success from the most recent year available.

A funded project requires that the organization submit a report to the Town Manager by March 31 following the year in which the funding was received. This report should describe the status of the project and the use of funds awarded and include an evaluation of the program or project. Submission of this report is required in order to be eligible for future support.

Financial Narrative:

* 1) The Williamstown Chamber of Commerce applied for and received a \$49,000 grant from the Massachusetts Office of Travel and Tourism's Travel and Tourism Recovery program. This funding was used to expand our current marketing efforts using new platforms to engage with targeted diverse households within a 50-125 mile driving radius of Williamstown. The campaign targeted cultural tourists, as well as those captivated by the Berkshires' scenic beauty. Working with Hearst Media, we created a campaign that builds upon the MyLocalMA initiative and included:

- **Commercials:** We produced three 30-second high-end commercials furthering the reach and life of our campaign, titled "[Discover Williamstown](#)", "[Williamstown Shop Small](#)", and "[Williamstown Naturally Gorgeous](#)". These videos are evergreen, enabling them to be used beyond the life of this project. The video commercials aired in a non-skippable format on high quality networks such as CNN, HGTV, Bravo, ESPN, Food Network, designed to reach our desired audience while they stream content on a television, computer, smartphone, or tablet.
 - ROI: The video commercial ROI data is based on the run dates of August 29-September 29, 2022. The commercial experienced 92,588 impressions with 82,106 completions! That translates to a viewing completion rate of 88.68%!
- **Editorials:** CT Post and StoryStudio, worked together to create a story promoting the activities, beauty, and community of Williamstown.
 - "[From Cultural Riches to Natural Beauty, Williamstown Has It All](#)", May 12, 2022. This was the first of the two sponsored Story Studios. This narrative promotes summer in Williamstown as the ideal destination for travelers looking to enjoy both the majesty of nature and world-class artistic offerings.
 - ROI: This project resulted in 1,007,107 impressions, 2,965 Google pageviews, and 2,879 click throughs. The average time spent on the article was 4 mins 18 seconds. The industry average for this type of editorial is 1-minute, we are over 4-times the industry average!
 - "[Gorgeous Foliage and Exciting Culture Make Williamstown the Perfect Fall Getaway](#)", July 29, 2022. This narrative features Williamstown as the perfect place for enjoying New England's fall foliage, with the 3-video commercials embedded within the story, further inspiring readers to book a trip to Williamstown.
 - ROI: This project resulted in 1,377,299 impressions, 4,557 Google pageviews, and 4,409 click throughs. The average time spent on the article was 2 mins 59 seconds. The industry average for this type of editorial is 1-minute, we are almost 3-times the industry average!

2) Berkshire Taconic; Fund for Williamstown, Bridging the Divide, granted the Williamstown Chamber \$1,500 for DEI Training. The Chamber partnered with BRIDGE (Berkshire Resources for Integration of Diverse Groups through Education) to offer a free virtual Cultural Competency Training in Diversity, Equity, and Inclusion workshop for our member businesses and community-at-large. 31 participants attended to discuss how to create a culture of belonging in our community, and dismantle cultural and systemic bias.

This seminar built on the work we began with BRIDGE over the previous year to help make our businesses and community a more welcoming place for all, but participation in the previous series was not required.

3) The Chamber was granted \$9,675 by 1Berkshire and the Regional Economic Development Organization (REDO). This funding was used for the Williamstown Business District Banner Project, increasing the size of each street banner, to make them bigger and more visible from the street and sidewalks, making them easier to read and adding to the beautification of the District.

** This figure has decreased this year due to the under performance of the stock market. This number also reflects the \$22,000 deficit we experienced this past year. Much of that deficit is due to the significant increase in printing and distribution costs of the Discover Williamstown guide this year. The decrease also reflects a change in the reporting of the Williamstown Cultural District funds. The Chamber is the fiduciary agent for the Cultural District and we adjusted our bookkeeping this year to reflect that those funds (\$9,228) are a liability for the Chamber.

NOTE: For fiscal year 2023, the Board has approved an operating budget that currently forecasts a net loss of \$2,205.

Program Description & Evaluation of Success:

The Williamstown Chamber of Commerce is seeking funding from the Town of Williamstown to continue our work serving our local businesses, residents and neighbors and our many visitors through the growth, promotion and creation of a vibrant community. The Chamber's activities are administered by a part-time Executive Director (Susan Briggs) and a 18-person volunteer Board, made up of representatives from member businesses. The Chamber continues to represent 162 member businesses.

In summer of 2022, we interacted with nearly 1,100 guests at the Visitors' Information Booth. The Information Booth is staffed six days a week from mid-June to mid-August and on Saturdays from Memorial Day through Columbus Day with help from The Clark, Williamstown Theatre Festival, Williams College Museum of Art, and community volunteers and paid staff.

We printed and distributed 40,000 Discover Williamstown Guides throughout Berkshire County, New York State's Capital Region, Saratoga County & Hudson River Valley NY, Northern Connecticut, Bennington County, VT (which extends to Manchester and Bromley/Stratton areas), Central MA/CT, Lower Cape Cod, and the I-95 Corridor (CT, RI, MA). The guide continues to have an above average "pull" rate as reported by the distribution companies.

The Chamber placed print advertisements in *Yankee Magazine* and the Mohawk Trail Association's 2022-2023 Guide Book. The *Yankee* ad was placed in the spring/summer edition and was included in the "Highlighting the Berkshires" section. The Mohawk Trail Association Guide Book can be found at ventures along the entire Trail from Boston to Williamstown.

Each week the Chamber sends out an e-newsletter highlighting events at our member businesses. The e-blast is distributed to nearly 1,600 email addresses, a 14% increase in subscribers this year, and it has a strong "open rate." Being included in this weekly newsletter has become one of the desired "perks" for our members. The Editor of Destination Williamstown sends out a curated weekly e-newsletter with a Spotlight on the Top Fives activities of Williamstown and the Northern Berkshires that goes out on Tuesdays to an audience of almost 5,000 subscribers. To extend our reach, we are in the fourth season of producing "Window on the Weekend" in partnership with WilliNet TV. This is a live version of our newsletter that also includes community information and any important local government news that needs to be shared. This program is available on Spectrum TV Channel 1303, WilliNet.org, Roku, Apple TV, or any other way you watch WilliNet.

In 2022, we offered four Chamber Networking Nights that gave our member businesses an opportunity to socialize within the community and explore new businesses. Sustaine hosted a night at The Log by Ramunto's in April to focus on ways for businesses to get cheaper and cleaner energy. Wild Soul River had their 1st Anniversary Celebration in June. We welcomed Town Manager Bob Menicocci at a Community Coffee at Spoon in September. In October, The Store at Five Corners opened their doors to the community and shared Corey's homemade pizza.

We also organized two Educational Seminars—Cultural Competency Training Workshop presented by BRIDGE (as previously mentioned) and Inclusive Restroom Door Signage & Best Practices, hosted by Justin Adkins of Wild Soul River.

July 4th Celebration. July 4, 2022 brought beautiful weather! The day started out with 15 yogis, lead by Tasha of Tasha Yoga, stretching on the Williams Inn Lawn, followed by 75 runners participating in a 5K Run around town aptly called "The Race for Independence;" 39 community groups participated in the Hometown Parade, and 1,100 hot dogs were served. In the afternoon, Williamstown Theatre Festival actors read aloud the founding documents from the Sawyer Library balcony to a full crowd below, and Images Cinema showed the "2022 Sundance Film Festival Short Film Tour" for free to 64 viewers. We partnered with Sand Springs Pool to offer a free community swim for 140 swimmers. The day ended at Taconic Golf Club with a bbq and free fireworks display. All of these events contributed to a successful July 4 for residents, visitors, and businesses of our community.

39th Annual Williamstown Holiday Walk. We had similar success with the Annual Holiday Walk, although the weather was not as cooperative. We battled wind and rain for the better part of the day, but there was a break in the clouds for the annual ReinDog Parade. This day started with 25 runners who came out to "Run with the Reindeer;" 166 people attended the free showings of *Elf*, while hundreds of kids made holiday crafts with Pine Cobble School, The Clark, The Print Shop, and Buxton School. Plus, over \$5,000 was raised in total by MountainOne's Souperbowl, Habitat for Humanity's Tree Showcase, and Williamstown Community Chest's Penny Social to support local food banks and charities. Some additional fun facts are: the Williams Inn served 50 gallons of hot chocolate, D.I.R.E. Committee served 20 gallons of hot cider, Santa greeted 92 children, and there were 90+ dogs in the ReinDog Parade. Added to the Holiday Walk event listings this year was the 1st Annual Menorah

Lighting. Over \$3,000 was raised via crowd-source fundraising in under 24-hours, and with the support and guidance of local rabbis we purchased a 12' outdoor menorah and celebrated the first night of Channakah with a community program. Overall, this was a successful event that illustrates the vitality of our small community and how wonderful things can happen when we all come together.

Looking ahead to 2023, we are excited to build upon this work:

- We will continue to market our town, businesses, and community throughout Berkshire County and beyond, inviting tourists and locals alike to frequent our businesses.
 - We are in the process of designing the 2023 Visitors Guide, which will begin distribution in May.
 - We will offer suitable, relevant, and interesting learning opportunities. We are in talks with the Massachusetts Small Business Development Center Network to offer a small business workshop series.
- We will continue to augment our event series, with opportunities which include:
 - Funding to the Williamstown Farmers Market to support local musicians to play at the markets.
 - Sponsorship of the Williamstown Chamber of Commerce Cal Ripken baseball team.
 - The Williamstown 4th of July Celebration.
 - Financial support of Images Cinema's Family Flicks Under the Stars.
 - Assist with coordination of National Night Out, Tuesday, August 1, 2023.
 - ArtWeek Berkshires 2023. ArtWeek Berkshires is a collaboration with all of Berkshire County's Cultural Districts to create a platform for locals to make art, music, dance, theater, writing, film, etc. accessible. The Williamstown Cultural District will host a juried street banner exhibition September 1-November 1.
 - Hosting Trick-Or-Treating in the Business District
 - Financial support of the Berkshire Grown Holiday Markets (November & December).
 - The 40th Annual Williamstown Holiday Walk, December 1-3, 2023

The Williamstown Chamber is very pleased to support the Town, its residents and neighbors, visitors and businesses through area marketing, event planning, and educational and networking opportunities. With the financial support of the Town, we will continue to advance our community and help make Williamstown a must-stop destination in the Berkshires.

2023 Chamber Board of Directors

Richard Duncan, Williams College; President
Ashwan Malhotra, Maple Terrace Motel; Vice President
Jake Phillips, MountainOne; Treasurer
Maryam Kamangar, Goodwill Industries; Secretary
Susan Briggs, Executive Director

Esther Bell, The Clark Art Institute
Anna Flynn, Greylock Federal Credit Union
Elinor Goodwin, The Print Shop Williamstown
Mark Graham, The Williams Inn
David Little, Spoon Cafe
Joshua Mendel, MCLA
Jane Miller, Burnham Gold; Secretary
Leslie Milton, GoodNight Kitchen
Tracy Moore, MASS MoCA
Jane Patton, Taconic Golf Club
Nicole Salvesvold, Pine Cobble School
Anne Singleton, Williamstown Community Chest
Ray Smith, Southwestern Vermont Health Care

Partners

Jeffrey D. Belair, CPA
Bryon M. Sherman, CPA
Colin H. Smith, CPA, MSPA

Principal

Karen M. Kowalczyk, CPA



October 7, 2022

Williamstown Chamber of Commerce
PO Box 357
Williamstown, MA 01267

We have been requested to provide a cursory review of QuickBooks for the period January 1, 2021 through June 30, 2022 and provide feedback on the following:

- Improvements or suggestions as it relates to the organization of individual accounts and the financial statement presentation
- Scan detail for potential errors or unusual activity

Upon review of the Statement of Financial Position we noted the following:

- Activity in MountainOne Investments does not appear to be being recorded properly. MountainOne Investments is reporting a balance of \$36,135.40 at June 30, 2022. The last activity reported in QuickBooks online in that account was December 31, 2019. Per review of the MountainOne Investment statements provided, the investment account reported a fair market value of \$51,291.67 at December 31, 2021 and \$35,615.99 at June 30, 2022. Subsequently, it does not appear that income or management fees associated with it have not been recorded for 2020, 2021, or 2022. (It appears the tax preparer may have provided year end journal entries for 2019 that were posted into QuickBooks, but nothing since. Obtaining and reporting those entries are instrumental in maintaining accurate books in unison with taxes being filed.)
- The Petty Cash reported has remained unchanged at \$25.01 since at least 2016. If Petty Cash is being used by the Organization, it should be accurately reported.
- Prepaid expenses at June 30, 2022 is reporting a credit balance of \$420. Prepaid expenses should have a debit balance. It appears that the payments of \$210 of January 1, 2022 and April 1, 2022 were expensed (debiting telephone and internet service) instead of debiting prepaid expense.
- Accounts Receivable is reporting a negative balance of \$531.25 at December 31, 2021. Monies received in 2021 for 2022 memberships should be recorded as Deferred Revenue. Then in 2022, the deferred revenue should be recognized by debiting deferred revenue and crediting membership income. Accounts Receivable should be approximately \$3,650 while Deferred Revenue should be approximately \$4,200 at December 31, 2021.

- Payroll Liabilities also remained unchanged at \$37.51 since August 2019.
- Accounts Payable is reporting a balance due of \$472.50 to the Print Shop, which appears to consist of amounts due of \$60 and \$412.50 dating back to January and February 2020, respectively. As there have been approximately 10 payments to the Print Shop since early 2020, determination should be made as to whether or not \$472.50 is actually still owed. If not, Accounts Payable should be adjusted to remove the outstanding balance.
- Upon review of the Cultural District Funds and the Program Related account under Long Term Liabilities, it was unclear as to what the account represented. Although the account is classified as a liability, it appears as if it might be more related to income and expenses. Furthermore, the Program Related account (\$1,180 at December 31, 2021 and \$1,244 at June 30, 2022) appears to be increasing without any reductions. If the Program Related account is a liability, it would be reasonable to expect debit entries in the account reducing the liability at some point.
- Accrued Payroll is listed under Other Assets. Although this account will typically have a zero balance, accrued expenses should be classified as an "Other Current Liability".
- As part of the review of the Statement of Financial Position, we also scanned the bank statements from September 2021 (earliest date available) through June 2022 and noted no unusual items.

In addition to the above, we also noted the following:

- The Statement of Activity is reporting Association Dues expense of \$1,555 for 2021. Upon review of the account, it appears that there may be some pledges being reported in the account.

Petty Cash or Payroll Liabilities to remain unchanged for years is not uncommon. Your tax preparer can assist in cleaning up those items, along with any of the other items noted above. It is recommended that the organization records journal entries prepared by the tax preparer in order to ensure more accurate record keeping that agrees to taxes being filed.

Our analysis did not include Budget to Actual Comparisons, nor did it include a review of payroll. We appreciate the opportunity to be of service to you in reviewing the above information.

Sincerely,

Smith, Watson & Company, LLP

Smith, Watson and Company, LLP

Forms 990 / 990-EZ Return Summary

For calendar year 2021, or tax year beginning

, and ending

23-7042933

WILLIAMSTOWN CHAMBER OF COMMERCE

Net Asset / Fund Balance at Beginning of Year

137,191

Revenue

Contributions 45,000
Program service revenue 89,076
Investment income 521
Capital gain / loss 716

Fundraising / Gaming:

Gross revenue
Direct expenses
Net income

Other income

Total revenue

135,313

Expenses

Program services
Management and general
Fundraising

Total expenses

136,908

Excess / (deficit)

-1,595

Changes

3,667

Net Asset / Fund Balance at End of Year

139,263

Reconciliation of Revenue

Total revenue per financial statements

Less:

Unrealized gains
Donated services
Recoveries
Other

Plus:

Investment expenses
Other

Total revenue per return

Reconciliation of Expenses

Total expenses per financial statements

Less:

Donated services
Prior year adjustments
Losses
Other

Plus:

Investment expenses
Other

Total expenses per return

Balance Sheet

	Beginning	Ending	Differences
Assets	137,766	146,670	
Liabilities	575	7,407	
Net assets	137,191	139,263	2,072

Miscellaneous Information

Amended return

Return / extended due date 05/16/22

Failure to file penalty

Williamstown Chamber of Commerce
2023 Budget
January - December 2022

	Total
Revenue	
Cultural District	\$2,500.00
Dues (Membership)	\$35,000.00
Map & Guide	\$6,200.00
Marketing / Advertising	
Program Income	
4th of July Parade Ads	\$3,000.00
Holiday Walk Ads	\$3,300.00
Musical Bingo	\$12,000.00
Total Program Income	
Sponsorship/Grants	
4th of July Parade Sponsorship	\$2,000.00
Holiday Walk Sponsorship	\$5,000.00
Town Contribution	\$50,000.00
Total Revenue	\$119,000.00
Expenditures	
General & Administrative	
Association Dues	\$555.00
Networking (tickets, meals)	
Office Supplies	\$2,000.00
Postage	\$500.00
Printing	\$500.00
Rent	\$3,000.00
Telephone & Internet Svc	\$840.00
Total General & Administrative	
Insurance	\$1,700.00
Marketing	
Digital Advertising	
Graphic Design	
Map & Guide	
Distribution	\$8,000.00
Graphic Design	\$1,000.00
Printing	\$22,500.00
Total Map & Guide	
Print Advertising	\$700.00
Signage	
Sponsorship	\$1,500.00
Website	\$1,200.00

Web Site Hosting	\$350.00
Web Site Maintenance	\$2,000.00
Total Website	
Total Marketing	
Payroll Expenses	
Payroll Processing Fees	\$800.00
Payroll Taxes	\$7,000.00
Salaries	\$55,000.00
Total Payroll Expenses	
Professional Fees	
Accountant	\$550.00
Consulting	
Total Professional Fees	
Program Expenses	
4th of July Parade	\$5,000.00
Education Seminars	
Holiday Walk	\$6,000.00
Networking Events	
Total Program Expenses	
QuickBooks Payments Fees	\$550.00
Total Expenditures	\$121,245.00
Net Operating Revenue	-\$2,245.00
Other Revenue	
Interest	\$40.00
Net Revenue	-\$2,205.00